

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
November 12, 2015
7:45 AM**

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:50 AM.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Borg-Leon
Committee Member Dull
Committee Member Finch
Committee Member Mueller
Committee Member Spain

Committee Members absent:

Committee Member Shrestha
Committee Member Klein

Staff:

David Kleitsch, Economic Development Director
Mary Monroe, Tourism Manager
Christy Murray, Administrative Assistant

Guests:

Sara Blayne, Lynnwood Convention Center General Manager

30. Approval of Minutes

30.1 Minutes of August 13, 2015

Committee Member Dull moved to approve the minutes of August 13, 2015, Committee Member Borg-Leon seconded the motion. The motion passed unanimously.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

Committee Member Spain provided an update on the Snohomish County Tourism Bureau's tourism promotion efforts and distributed new marketing materials including: 2015-16 Hiking Guide; Back Road Attractions Brochure; 2015 Fall and Winter Adventure Guide; Stay, Shop & Save Print Advertising; and Fall Photo Contest on Facebook.

Committee Member Spain also reported that the SCTB has two new board members from Lynnwood: Sara Blayne, general manager at the Lynnwood Convention Center; and Andrew Heelas, General Manager, Holiday Inn Express.

Committee Member Finch stated she regularly receives requests from hotel guests on what to do with children in Snohomish County. Committee Member Spain responded that SCTB provides a Mobile Tour Brochure of Children and Family Activities in the area.

Committee Member Spain reported that the Snohomish County Sports Commission will be holding their first Sports Conference on Saturday, November 14, 2015 at Everett Community College. The event is free to the public and will include vendors and speakers from the sports industry.

Committee Member Dull thanked Chairperson Simmonds for his service on the City Council, TAC/LTAC and the PFD Board.

Chairperson Simmonds thanked the members of the TAC/LTAC for their work, and Economic Development Director Kleitsch for his work in the Office of Economic Development.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Advisory Board Member Training Acknowledgement Form

Tourism Manager Monroe asked the Committee if they had an opportunity to review the Advisory Board Member Training and sign the acknowledgement form. She reminded them that this is a requirement as a member of the Committee and to please complete as soon as possible.

80.2 City of Lynnwood Tourism Development Program

Director Kleitsch provided an overview of the City's 2017-2018 budget process, including the Community Vision, Budgeting for Outcomes, and the 2017-18 Budget Schedule. Director Kleitsch reported that the Mayor will solicit input from the Committee in January or February of 2016. In preparation for that meeting, Director Kleitsch asked the Committee to consider Lynnwood's strengths and weaknesses, possible gaps in tourism products, services and targeted market segments, how the tourism programs will stay competitive, and any partnership opportunities. Director Kleitsch opened the discussion for brainstorming and questions.

Committee Member Finch commented on the cohesiveness of businesses in Leavenworth in creating a tourist attraction and suggested Lynnwood needs something similar; an event, festival, etc.

A discussion ensued on event ideas, including the success of previous events held in Lynnwood, possible target groups and how this aligns with the City Vision. Committee Member Borg-Leon reported that previous hotel guests would return to attend community events in Lynnwood year

after year. Tourism Manager Monroe asked the group to think about event ideas that will generate hotel stays as the tourism fund needs to be spent on tourism promotion.

Committee Member Spain reported that Tourism Manager Monroe's continued attendance at conferences and sales missions is and has been critical in staying competitive.

Tourism Manager Monroe reported that she has been working with the Lynnwood Convention Center to market pre and post conference activities for attendees and their families.

Committee Member Finch reported she has a large number of hotels guests from Seattle on "staycations" because of the high room rates in Seattle. Tourism Manager Monroe reported that this is a market that has not been targeted in previous advertising campaigns.

Lynnwood Convention Center General Manager Blayne suggested strengthening partnerships between City staff, hotels and businesses for improved communication of RFPs for events at the Lynnwood Convention Center.

80.2 Director's Report

Director Kleitsch informed the committee that all members of the TAC/LTAC had been reappointed for another term and thanked them for their continued support and service.

Director Kleitsch reported that hotels in Lynnwood and Snohomish County are receiving higher room rates with ADR and RevPAR above 2014 levels. He also reported that the lodging tax revenues collected through September 2015 were \$569,115, which is 23% above STLY.

Director Kleitsch reported that Tourism Manager Monroe attended the Seriously Social Workshop, and a sales mission to Richland and Vancouver BC with representatives from other tourist destinations in Snohomish County. Tourism Manager Monroe provided a brief update on the success of the sales mission and social media marketing ideas discussed at the conference that will be implemented.

Committee Member Finch asked about advertising with National Geographic Traveler on the work program and Tourism Manager Monroe informed her that this advertising generates a large number of leads.

Committee Member Spain added that she and Tourism Manager Monroe met with a Chinese publication on the BC sales mission. The publication offers a Spring travel issue and advertising rates are reasonable.

90. General Discussion

Committee Member Finch informed the group that the EASC was holding an afterhours networking event at the Hampton Inn & Suites on November 12, 2015 and invited members to attend.

Chairperson Simmonds thanked the Committee for their work and stated what a pleasure it had been to meet and work with everyone.

100. Adjournment

Committee Member Spain moved to adjourn the meeting. Committee Member Mueller seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:53 AM.

Next Meeting: The next LTAC/TAC meeting is scheduled for January 14, 2016.